2152

PTO/SB/21 (08-00) Please type a plus sign (+) inside this box -Approved for use through 10/31/2002. OMB 0651-0031 Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. **Application Number** 09/769.924 TRANSMITTAL Filing Date Jánuary 25, 2001 **FORM** RECEIVED. First Named Inventor (to be used for all correspondence after initial filing) **Group Art Unit** OCT 1 7 2002 **Examiner Name** TBA 40655.0300 Technology Center 2100 2 Attorney Docket Number Total Number of Pages in This Submission **ENCLOSURES** (check all that apply) After Allowance Communication Assignment Papers Fee Transmittal Form (for an Application) to Group Appeal Communication to Board Fee Attached Drawing(s) of Appeals and Interferences **Appeal Communication to Group** Amendment / Response Licensing-related Papers (Appeal Notice, Brief, Reply Brief) After Final Petition Proprietary Information Petition to Convert a Affidavits/declaration(s) Status Letter **Provisional Application** Power of Attorney, Revocation Other Enclosure(s) (please Extension of Time Request Change of Correspondence identify below): **Terminal Disclaimer Express Abandonment Request** Request for Refund Information Disclosure Statement CD, Number of CD(s) Certified Copy of Priority Document(s) Remarks Response to Missing Parts/ Incomplete Application Response to Missing Parts under 37 CFR 1.52 or 1.53 SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT Firm Howard I. Sobelman, Reg. No. 39,038 Snell & Wilmer L.L.P. Individual name Signature Date **CERTIFICATE OF MAILING** I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an 10/10/02 envelope addressed to: Commissioner for Patents, Washington, D.C. 20231 on this date: Typed or printed name Mark A. Levenda Signature Date

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ant(s): Bimson, et al.

Docket No.:

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TITLE:

CONTENT MANAGEMENT APPLICATION FOR AN INTERCEIVED **ENVIRONMENT**

OCT 1 7 2002

POWER OF ATTORNEY BY ASSIGNEE AND CERTIFICATE UNDER 37 CFR 3.73(b)

Technology Center 2100

AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC. (hereinafter "Assignee"), a corporation having a place of business at General Counsel's Office, American Express Tower, World Financial Center, New York, New York 10285-4900, certifies that to the best of Assignee's knowledge and belief, it is the assignee of the entire right, title, and interest in and to the above-captioned United States patent application and represents that the undersigned is a representative authorized and empowered to sign on behalf of the Assignee.

Ownership of the above-identified patent application is established by virtue of the following documentary evidence that has been reviewed by the undersigned:

Assignments from the inventor(s) of the patent application identified above. assignments were recorded in the Patent and Trademark Office at Reel 011502, Frame 0647, Reel 011522. Frame 0458, and Reel 011759, Frame 0556, or for which a copy thereof is attached.

AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC., the Assignee of the entire right, title, and interest in and to the above-captioned United States patent application and all inventions disclosed and claimed therein, hereby appoints as its attorneys to prosecute the above-captioned United States patent application and to transact all business in the United States Patent and Trademark Office connected therewith and with the resulting patent, individually and collectively:

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and the registered attorneys associated with Snell & Wilmer's Customer Number 020322.

Please send all further correspondence to Snell & Wilmer L.L.P. at the above address.

By:

Stephen P. Norman

Title: Secretary